



co-closet

By Tayler Helmbright, Sophia Lammi, Riley Meier,
Annalia Sanchez, and Rose Urquhart



opportunity pitch

Fashion has an extensive history of gendering clothing when in reality one's style isn't defined by a preconceived stereotypical gender identity. Rather, an individual's style is a tapestry of innate sensibilities and a life well lived. Most of today's genderless collectives are trapped within a shapeless form, making it difficult for clothing to be shared.

Co-Closet is designed for a couple of people moving through life in unison, influencing each other's sense of expression. This wardrobe is meant to be shared by two people while reflecting the unspoken connection between individuals with garments that mirror each other. We celebrate the quiet power of a communal environment where clothing becomes a visual language for intimacy.

With a thoughtfully curated wardrobe servicing all four seasons, functionality and versatility are prioritized, and garments that seamlessly shift from one body to another are introduced. In using eco-conscious fabrics, our garments get more comfortable and durable as you wear them, so these items only get better with time -creating a life story and rejecting a life expectancy. This is more than fashion. We deliver an experience that is as fluid and dynamic as the lives we live.





Brooklyn couple Alex and Leo love to try new recipes, go on city hikes, and watch bad reality tv. They've been dating for three years, and have just signed the lease on a new apartment together. To make the most of their new home, they've decided to combine closets and share their wardrobes. They're on the hunt for practical, high-quality, and unique pieces that can survive their fast-paced city life.

leo

alex



UX designer at a tech startup.
27.
He/him.
Born and raised in the windy city.
Loves guitars, baking, and vintage leather.

Barista by day and author at night.
26.
She/they.
New York native.
Loves dogs, poetry, and new tattoos.



trend analysis

Would You Share Clothes With Your Partner? These Couples Do

According to three clothes-swapping couples, the route to domestic harmony is through a collective wardrobe.

Abstract

We demonstrate for the first time that most women, and some men, deliberately smell their partners' clothing when they are apart. We asked undergraduate men and women who were, or who had ever been, in a committed heterosexual relationship if they had ever slept with an article of a partner's clothing or deliberately smelled a partner's clothing during periods of separation. Both men and women reported that smelling an absent partner's clothing made them feel happy, comfortable, and secure. We suggest that olfactory comfort is a significant component of attachment and is likely to involve family members other than partners.



Sharing clothing with partners, friends, and family members has been proven to make you feel closer and more connected to your loved one. Not only does sharing a wardrobe allow for more creativity, it can save space, money, and reduce overconsumption.



winter because of his smell on it," she says. Fabre points out that there's a subliminal mutual influence that comes with building a private world together. "It's not only about the way you dress, it's also about the smells, the shared expressions, and the anticipated intuitions," he says. "It's an organic and positive process for a couple to be indirectly influenced by each other."

While my relationship with my mother laid the foundation for my appreciation of shared clothing, I truly began to understand its power when I moved in with three of my best friends. Every outing unfolds in a flurry of activity: running into each other's rooms, scouring for the perfect outfit. It's a delightful free-for-all, a shared agreement of "take what you need," fostering a closeness that defines our friendship. The greatest act of trust I've encountered is lending my clothes to my friends, fully aware there was a chance they might return with a souvenir from the night before with a vodka-cranberry stain serving as a badge of our connection. I never grew up with sisters, but four girls scrambling to find an outfit in each other's closets is the closest thing I've ever felt to sisterhood.

individual
research

adaptive patterning

designer's notes:
for a collection to
fit both wearers, it
needs to be adjustable

TOPS:

- sleeve length + width
- neck width + width
- body length + width

Rules of Fashion

Womenswear history tends to be centered around looking appealing, while menswear is all about function and independence.

Menswear is more neutral and the design details are not as exclusive. However, womenswear is a much larger category that always seems to have certain feminine design details. There is always a dart, a cap sleeve, or some sort of flare that pulls the plug on any attempt at gender neutrality. There are some reasons for this divide that make good sense, yet some of them are downright silly.

Fundamentally, womenswear and menswear are made for differently shaped bodies. Menswear proportions usually consist of more width in the shoulder, long legs, and a short torso. Womenswear is designed to accommodate someone who is the widest at the hip, and who has a shorter torso, a bust, and shorter arms.

Some of the more interesting points of division are in the design details rather than in the fitting needs. For instance, the sleeve cap of a womenswear blouse curls over the shoulder, making for a rounded shoulder. Menswear shirts are designed to have a tailored right-angled sleeve, where the shoulder seam ends directly at the shoulder and the sleeve falls with the arm. This creates a more structured, clean look versus the soft, curved effect of the woman's sleeve.

Gilony and his business partner Fanny Lawaez met at university in Barcelona, where they studied fashion design. "We became best friends. We took each other's clothing and kind of played around with it. And we noticed that it was hard for us to get clothes that fit us both unless they were really oversized."

"The key is a lot of pattern work, extra fittings with different kinds of genders and different kinds of sizes, all the time – which is more work and [costs] more money, definitely," Gilony explains. "Some of the garments we have to dismiss from the collection, because we can see that it's not going to look good on everyone."

Genderless fashion, as it stands, has limitations – both in terms of the type of garment (swim- and activewear are particularly tricky, says Gilony) and the sizing. The larger a woman's breasts, for example, the more difficult it is to design a piece that would also fit a male body with a flat chest. Independent brands like UY address this problem by adjusting parts of their collections, making some pieces more "breast-friendly", as Gilony puts it.

individual research



a puzzle piece wardrobe

key measurement: trunk and waist

Adjustability of the trunk and waist is a big part of this collection, using this concept allows for clothes to be shared over a range of sizes. Ties, buttons, and cinches allow the garment to fit the consumer and add a myriad of styling choices.



Want to change the shape/look of your sleeves or make them shorter, sleeves fasteners can add tons of visual appeal to an outfit, as well as functionality. They allow wearers of different sizes to wear the same garment with no awkward fit.

key measurement: sleeve fasteners

Paneled pieces allow closet sharers of different heights and build to customize their fit. If it suit you take it off an add another piece, or even better for go it all together and rock the look with no panels.



key measurement: interchangeable extending pieces

a puzzle piece wardrobe

Pant leg width is a particularly relevant fit concern when the wearers of a piece are different heights and builds. Side-seam zippers and buttons allow for the insertion or removal of an additional panel, while adjustable cuffs make it easy to slide on any pair of shoes.



key measurement:
waist and hip

Waist measurements are notorious for fluctuating daily, even hourly. By including drawstrings, hidden elastic, and corset-esque lacing, Co-Closet makes it simple to adjust your pieces to fit comfortably and look good while doing it.

key measurement: leg width



When closet sharers are different heights, finding pants and skirts of the correct length for both partners is nearly impossible. By including decorative yet functional closures like grommets and buttons, the length of pants becomes easy to manipulate.



key measurement: length

A wonderfully creative and strong mending technique is sashiko, or Japanese mending. It allows the wearer to add patches and fun design to their mending using swirls, patterns, and anything you can think of, allowing the garment to live longer.

key detail: sashiko



a puzzle piece wardrobe

key detail: darning

When pieces you love start to get old and worn down, don't throw away all the memories of that garment, extend it by darning. Darning allows for the wear to be efficiently, creatively or subtly fixed on a damaged garment.



The tried and true mending practice, patchwork can be one of the easiest and most memorable ways of fixing a damaged item. You get to keep your old piece as well as add onto it. Picking from anything to patch it up, maybe scrap fabric, maybe your granddad's old flannel.

key detail: patchwork



brand thesis



If you truly want to give someone a piece of you, entrust them with the privilege of borrowing your clothes

While the majority of her closet is off-limits due to their size discrepancy, he has been known to wipe a white shirt or two and generally sees no stigma in occasionally shopping in the women's department.

Carrying a piece of someone that serves as a tangible reminder of their presence

the same pair of trousers will hang differently on both of us. we could combine our clothes in one space. A common wardrobe for a man and woman not only means having more styles to wear but cutting down on clothing expenses too.

TO: The one I hold dear

POST CARD

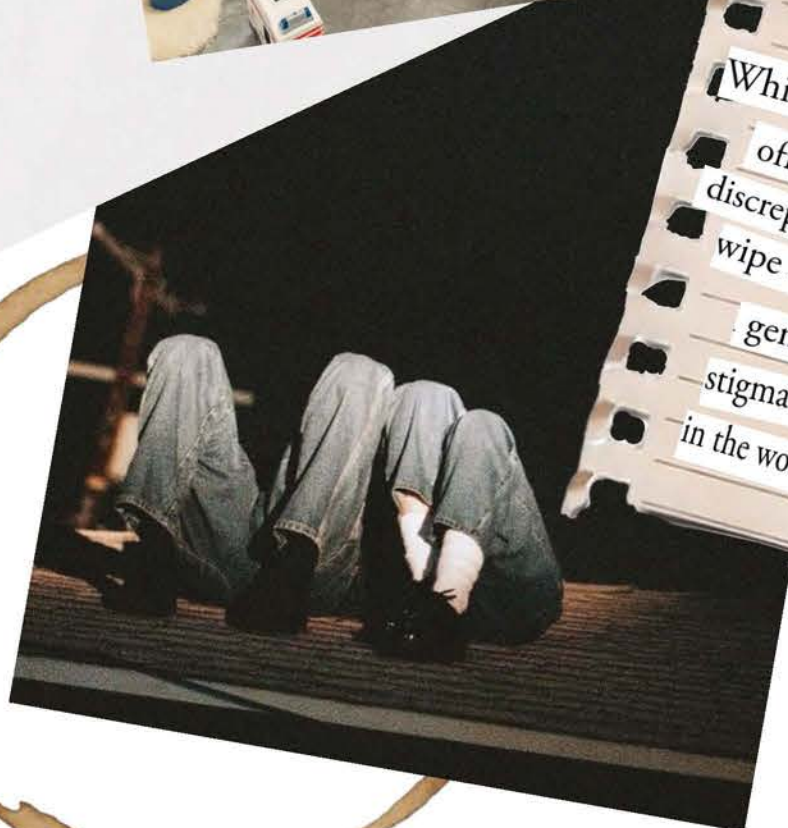
THIS SPACE FOR WRITING MESSAGES

100% RECYCLED EXPRESS POST LETTER STAMP ONE CENT

SENT WITH JOY AND LOVE

PLACE STAMP HERE

THIS SIDE FOR ADDRESS ONLY



design summary

Co-Closet is a wardrobe that reimagines the act of dressing as a shared experience. Inspired by the quiet familiarity and comfort of borrowing a partner's sweater or slipping into a loved one's jacket, Co-Closet embraces the sensory and emotional connection found in shared clothing.

This wardrobe was informed by research into the science of scent memory, the sustainability of smaller wardrobes, and traditional mending techniques that extend a garment's life. Thoughtfully constructed from biodegradable, long-lasting fabrics, these pieces become softer and more personal with wear, aging beautifully over time. Every garment is adaptable, featuring adjustable fits, modular layers, and versatile silhouettes that easily adapt to different body types.

By challenging the boundaries of individual ownership, Co-Closet offers a wardrobe that slows down, deepens relationships, and tells a story with every stitch.



colors

Coffee Creamer

Latte

Pothos

Central Park

Orange Peel

Brownstone

Hudson

Midnight Takeout

Leather



material research

stink stigma

How often do we really need to wash our clothes? According to several studies, not as much as we think. The utilization of naturally antibacterial fibers combats the effect washing clothes has on the environment and wear and tear on garments.



guilt free

While we'd like to imagine our clothes staying with people forever, clothes will inevitably end up in a landfill. To encompass the whole lifecycle of the garment, we opted to utilize biodegradable fabrics.

longevity

We want our clothes to have life stories, not life expectancies.

Combining durable fabric weaves with emphasized care to cherish clothing, these materials are meant to last and be passed down.

bamboo viscose



materials

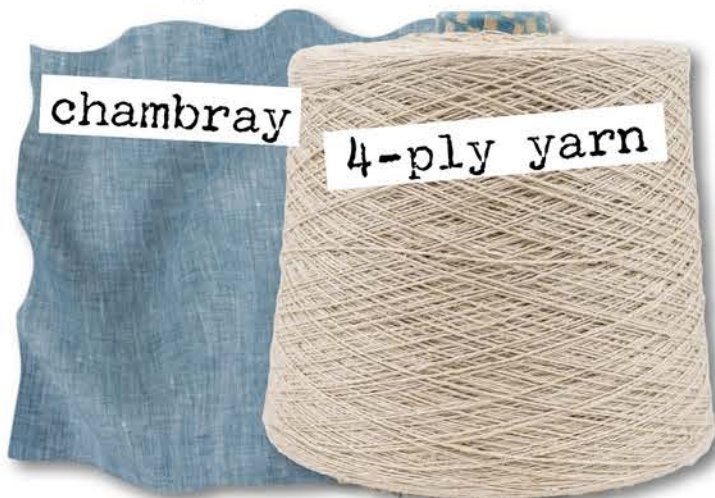
Each of these fibers and materials were chosen for their natural antibacterial and biodegradable properties.

cotton



The weaves of these materials withstands wear and tear and allows for these garments to be passed down to continue their lifecycle.

hemp



alpaca



cow leather



design development

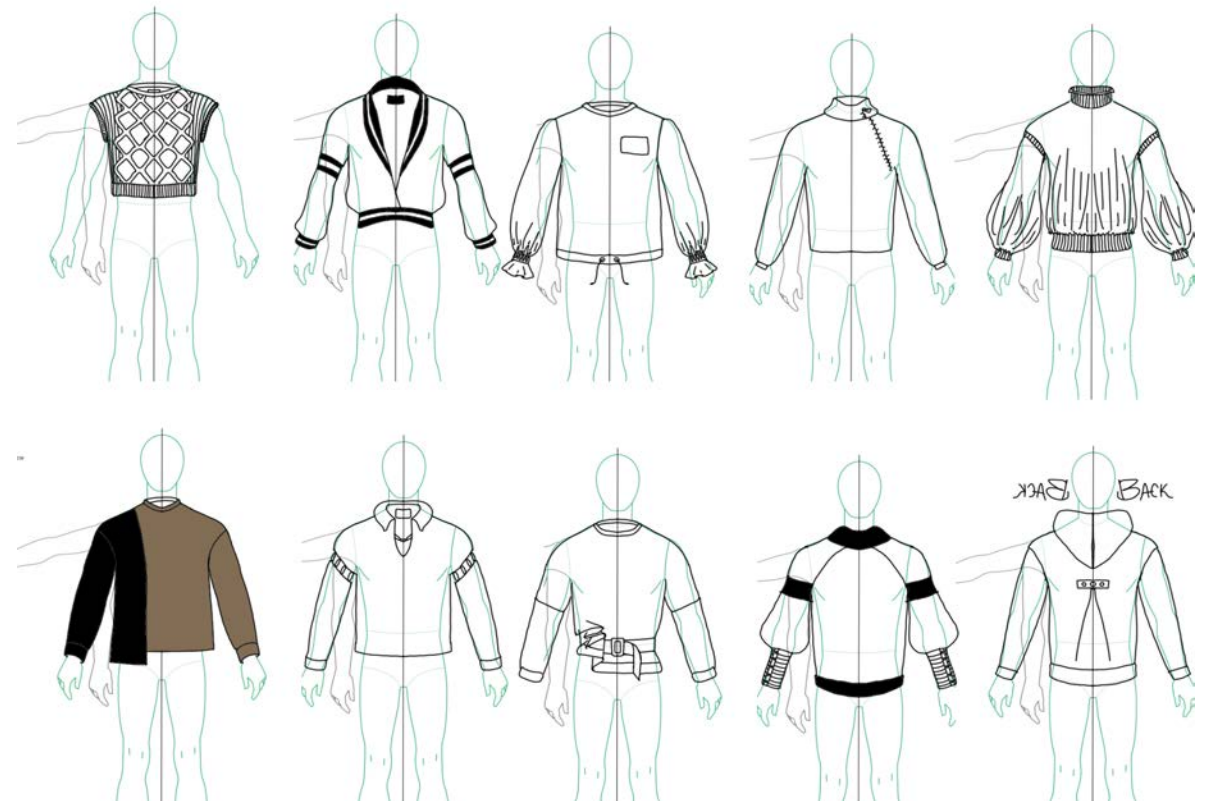
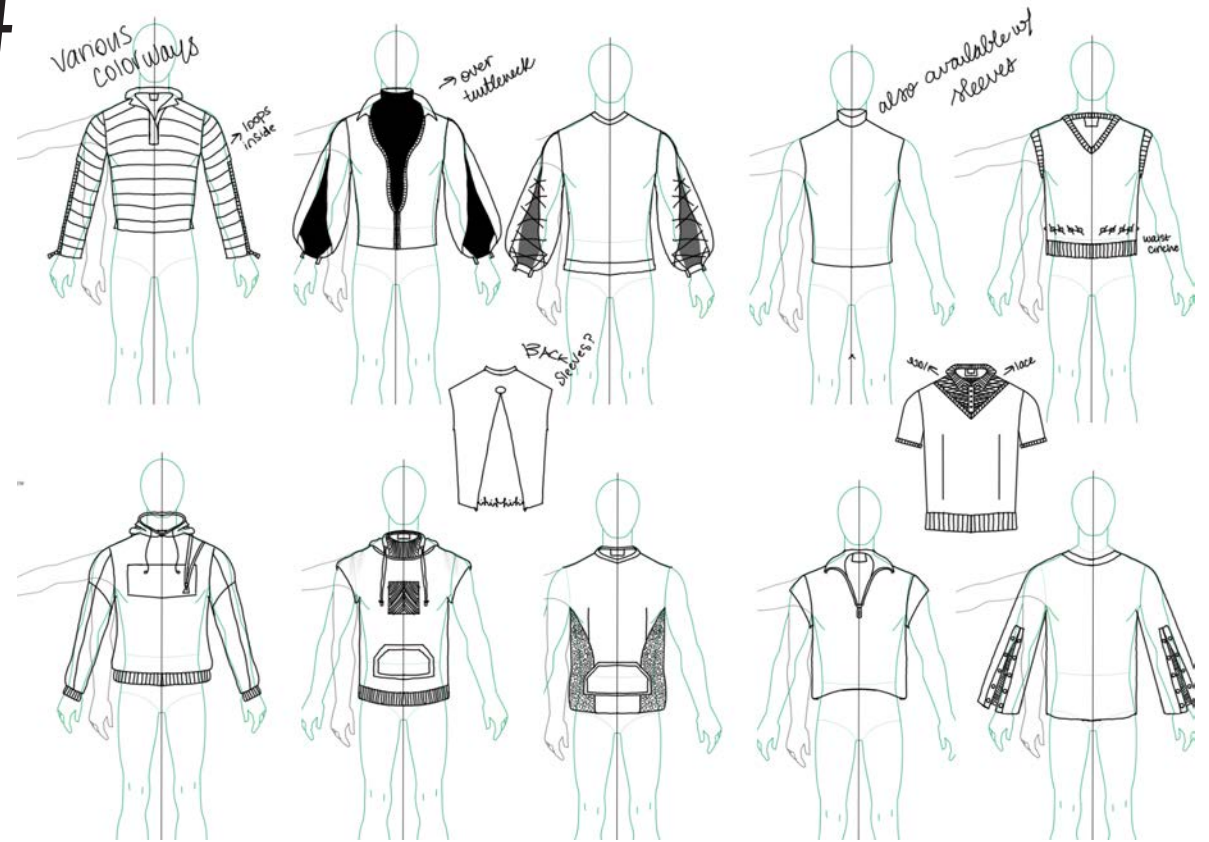
01. Trend and market research

02. Designate some style icons who exemplify Co-Closet's aesthetic

03. Sketch any and all ideas on blank croquis

04. Review sketches with design team and align on a conceptual direction

05. Refine sketches and develop final lineups



Zendaya:
"Dune: Part 2"
Premiere Tour



Kim Hongjoong:
ATEEZ Japan Tour
2022



Timothée Chalamet:
VMan 39 Magazine
Feature

040 sweaters



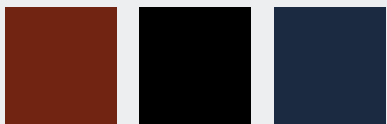
047 V-Neck Cable Sweater

A long-sleeved heavyweight cable knit sweater with removable panel at center neck for styling variations.

100% 4-ply hemp yarn.

Designed to be worn solo.

Machine wash. Dry flat.



041 V-Neck Sweater Vest

A lightweight v-neck cable knit sweater vest that can be worn over or under other layers for different seasons.

100% 4-ply bamboo viscose yarn.

Can be worn solo or as a layering piece.

Machine wash. Dry flat.



045 Asymmetrical Two-Tone Sweater

A long-sleeved heavyweight cable knit sweater with asymmetric front panel in various contrast colors.

100% 4-ply hemp yarn.

Designed to be worn solo.

Machine wash. Dry flat.



043 Crew Neck Sweater Vest

A lightweight crew neck cable knit sweater vest that can be worn over or under other layers for different seasons. Features a center front panel for attaching temporary graphics.

100% 4-ply bamboo viscose yarn.

Can be worn solo or as a layering piece.

Machine wash. Dry flat.



048 Lace-Up Sleeve Roll Neck Sweater

A long-sleeved heavyweight cable knit sweater featuring adjustable lace-up sleeves and a contrast rib feature at center front neckline.

100% 4-ply hemp yarn.

Designed to be worn solo.

Machine wash. Dry flat.



050 knit tops



054 Asymmetric Zipper Top

A roll-neck knit top with rib-knit cuffs and waistband, featuring a color-blocked neckband and sleeves and a functional zipper at wearer's left shoulder.

100% cotton jersey. 100% cotton 1x1 rib knit.

Designed to be worn solo.

Machine wash. Tumble dry.



055 Crewneck Lace-Up Sleeve Top

A crew-neck knit top with adjustable lace-up sleeves and contrast plackets.

100% cotton jersey. 100% cotton 1x1 rib knit.

Designed to be worn solo.

Machine wash. Tumble dry.



056 Lace Shoulder Top

A crew-neck knit sweatshirt with decorative lace overlay at shoulders.

100% cotton jersey. 100% cotton 1x1 rib knit.

Can be worn solo or as a layering piece.

Machine wash. Tumble dry.



057 Tulip Sleeve Sweatshirt with Turtleneck

A black turtleneck undershirt with attached knit sweatshirt, with fall collar, front zipper, and tulip sleeves.

100% cotton jersey. 100% cotton 1x1 rib knit.

Designed to be worn solo.

Machine wash. Tumble dry.



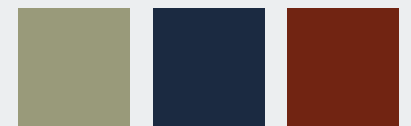
058 Drawcord Clasp-back Hoodie

An adjustable drawcord hoodie with functional and decorative back clasp to adjust fit.

100% cotton jersey. 100% cotton 1x1 rib knit.

Designed to be worn solo.

Machine wash. Tumble dry.



060 woven tops



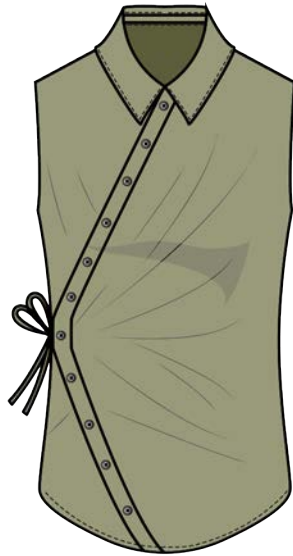
061 Zip Sleeve Collared Shirt

A long-sleeved collared shirt with full zipper at center front, sleeves that zip closed from shoulder to wrist, and adjustable cuffs.

100% bamboo viscose mediumweight twill.

Can be worn solo or as a layering piece.

Machine wash. Tumble dry.



062 Asymmetric Wrap Blouse

A sleeveless collared shirt with internal and external wrap ties to adjust fit. Buttons on front placket are purely decorative.

100% Good Earth cotton seersucker.

Can be worn solo or as a layering piece.

Machine wash. Line dry.



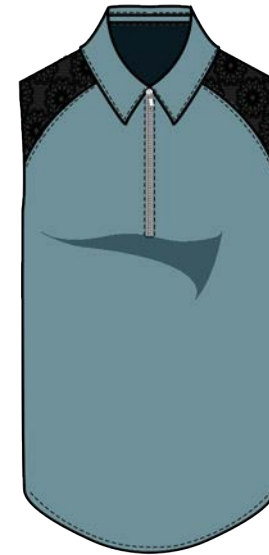
063 Tulip Sleeve Peek-a-boo Blouse

A crew neck drapey blouse with full-length tulip sleeves and underlayer of long sleeves.

100% bamboo viscose crepe de chine.

Designed to be worn solo.

Hand wash. Line dry.



064 Quarter Zip Lace Accent Tank

A sleeveless collared shirt with quarter-zip at center front and lace detailing at the shoulder yoke. Zip can be worn open or closed for different looks.

100% Good Earth cotton seersucker. 100% bamboo viscose lace.

Can be worn solo or as a layering piece.

Machine wash. Line dry.



067 Zip-Front Cargo Shirt

A dual-toned collared shirt with a front zipper. Features two welt pockets at waist level, two patch pockets at chest level, and two patch pockets on the bicep.

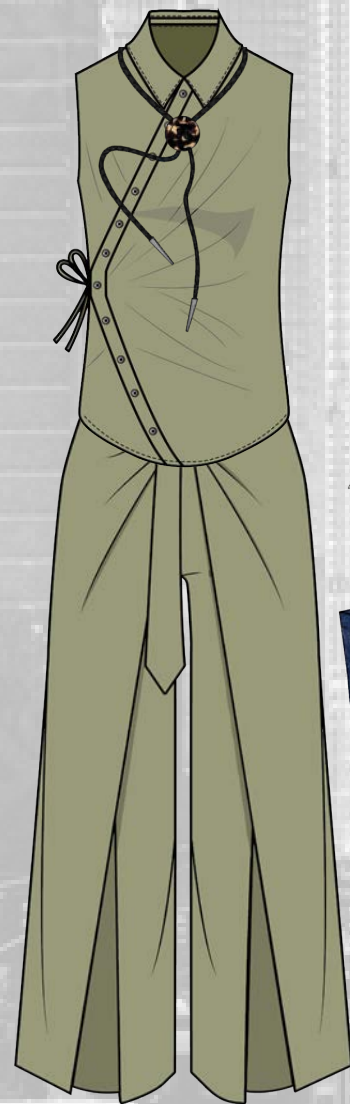
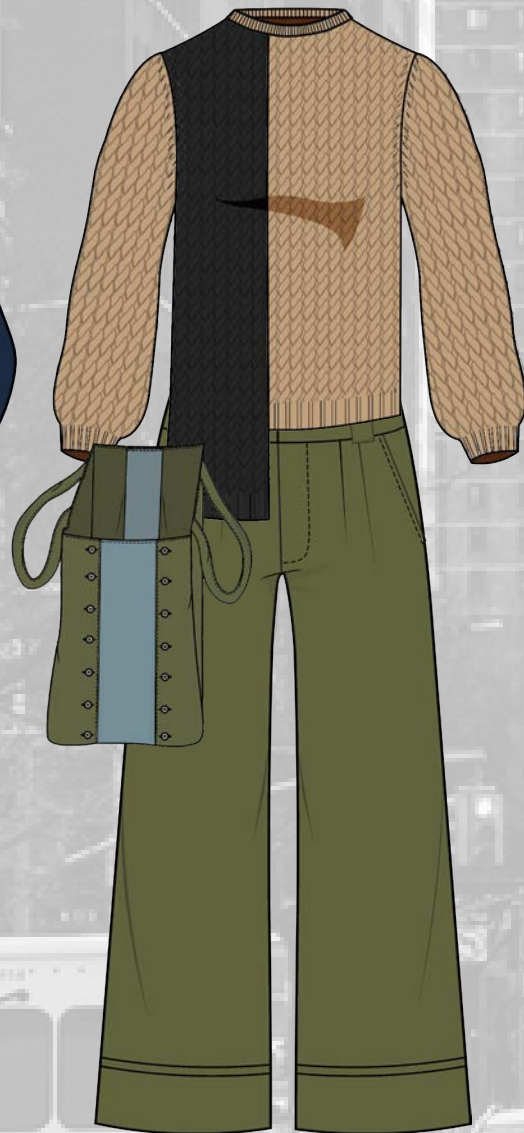
100% bamboo viscose heavyweight twill.

Can be worn solo or as a layering piece.

Machine wash. Tumble dry.



outfitting



Bottoms designed by Rose Urquhart. Accessories designed by Riley Meier.